

## CLAIMS

What is claimed is:

1. An intelligent product catalog system for electronic creation, management and viewing of product information using a multimedia display system comprising:  
5 a central database repository for storing the product information providing for an unlimited number of product attributes and dynamic reconfiguration of the product information,  
the central database repository comprising a meta data system, a scheme system and an object model system.
- 10 2. The system of Claim 1 further comprising:  
a plurality of applications accessing the central database repository, the applications being automatically adaptive to the dynamic reconfiguration of the product information.
3. The system of Claim 1 further comprising:  
15 a user interface providing display, sorting and filtering of the product information including the unlimited number of product attributes.
4. The system of Claim 3 wherein specific products are selected based upon the product information, the selected products composing a system.
5. The system of Claim 3 wherein specific products the product information, the  
20 selected products comprising components.
6. The system of Claim 3 wherein the display is dynamically rerendered to reflect added product options.

7. The system of Claim 1 further comprising:  
a plurality of applications accessing the central database repository, the applications being automatically adaptive to the dynamic reconfiguration of the product information; and
- 5 a user interface providing display, sorting and filtering of the unlimited number of product attributes.
8. The system of Claim 1 wherein the scheme system provides configuration rules for configuring products based on the product information.
9. The system of Claim 8 wherein the configuration rules provide for presenting  
10 only valid configurations of product options for the products.
10. The system of Claim 8 wherein the configuration rules provide budget based configuration analysis such only the addition of product options that are within a predefined limit are presented.
11. The system of Claim 9 wherein the budget is based upon at least one of:  
15 dimensions, weight, temperature, power consumption, air flow and cost.
12. The system of Claim 8 wherein the configuration rules provide for presenting completed product bill of materials information prior to the bill of materials information entering an order entry system.
13. The system of Claim 8 wherein the configuration rules provide for presenting  
20 only options that do not conflict with other options already selected for the product.

14. The system of Claim 1 further comprising a reporting engine for tracking and recording activity of actual product selection criteria used during a user session.
15. The system of Claim 1 further comprising a syndication and publication system providing for exporting of custom formatted product information.
- 5 16. The system of Claim 15 wherein the exporting is done periodically at predefined intervals.
- 10 17. The system of Claim 1 wherein the display further comprises an intelligent bill of materials displaying selected products and selected options for displaying products associated with a system, the display providing drill down for detailed information on the product.
18. The system of Claim 1 wherein the product information describes network infrastructure products.
- 15 19. A method providing an intelligent product catalog for electronic creation, management and viewing of product information using a multimedia display system comprising:
- accessing a central database repository for storing the product information providing for an unlimited number of product attributes and dynamic reconfiguration of the product information,
- the central database repository comprising a meta data system, a scheme
- 20 system and an object model system.
20. A computer program product comprising:

a computer usable medium for providing an intelligent product catalog for electronic creation, management and viewing of product information using a multimedia display system;

5 a set of computer program instructions embodied on the computer usable medium, including instructions to:

access a central database repository for storing the product information providing for an unlimited number of product attributes and dynamic reconfiguration of the product information,

10 the central database repository comprising a meta data system, a scheme system and an object model system.

10071366-020706